IN THE CLAIMS:

Please add claim 67 as indicated below.

Please amend claim 66 as indicated below.

A listing of the status of all claims 1-67 in the present patent application is provided below.

1-47 (Cancelled).

48 (Previously Presented). A method comprising the steps of:

a.) providing a database in a host computer system, the database to comprise personal and demographic data associated with a plurality of consumers, the personal and demographic data for each respective consumer to originate from at least one of: each respective consumer and a third party;

b.) interfacing between the host computer system and one or more of the plurality of consumers, wherein the host computer system and the one or more of the plurality of consumers are separate entities, the interfacing comprising:

b.1.) inputting, by the one or more of the plurality of consumers, personal and demographic data associated with the one or more of the plurality of consumers;

c.) interfacing between the host computer system and one or more manufacturers, wherein the host computer system and the one or more manufacturers are separate entities, the interfacing

2

comprising:

c.1.) inputting, by each manufacturer, information comprising:

c.1.A.) manufacturer data comprising textual and image content associated with the manufacturer;

c.1.B.) a Uniform Code Council (UCC) code assigned to the manufacturer;

c.1.C.) brand name data; and

c.1.D.) product data comprising:

c.1.D.i.) a UCC code assigned to each product of the manufacturer; and

c.1.D.ii.) content for each product of the manufacturer comprising textual and image content for each product, wherein the textual and image content for each product further comprises a product description, a brand name, and a product size indicia;

c.2.) inputting, by each manufacturer, data for consumer selection comprising:

c.2.A.) textual and image content associated with the manufacturer;

c.2.B.) textual and image content associated with a product of the manufacturer; and

c.2.C.) a 3-party manufacturer coupon to purchase a tangible product that is manufactured by the manufacturer

3

comprising:

c.2.C.i.) the UCC code assigned to the manufacturer;

c.2.C.ii.) the UCC code assigned to each product of the manufacturer;

c.2.C.iii.) a UCC manufacturer coupon family code;

c.2.C.iv.) a UCC manufacturer coupon value code;

c.2.C.v.) a UCC manufacturer coupon extended bar code;

c.2.C.vi.) a manufacturer coupon offer code;

c.2.C.vii.) a description of one or more products required to be purchased to redeem the 3-party manufacturer coupon; and

c.2.C.viii.) a manufacturer coupon expiration date;

c.3.) inputting, by each manufacturer, one or more manufacturer target consumer profiles comprising:

c.3.A.) gender;

c.3.B.) age;

c.3.C.) delivery interval; and

c.3.D.) one or more zip code regions for manufacturer coupon delivery;

4

c.4.) specifying, by each manufacturer, content for the 3-party manufacturer coupon comprising:

c.4.A.) the UCC code assigned to the manufacturer;

c.4.B.) the UCC code assigned to each product of the manufacturer;

c.4.C.) the UCC manufacturer coupon family code;

c.4.D.) the UCC manufacturer coupon value code;

c.4.E.) the UCC manufacturer coupon extended bar code;

c.4.F.) the manufacturer coupon offer code;

c.4.G.) the description of one or more products required to be purchased to redeem the 3-party manufacturer coupon; and

c.4.H.) the manufacturer coupon expiration date;

c.5.) querying the database to obtain manufacturer query results based at least in part upon the personal and demographic data associated with the one or more of the plurality of consumers; and

c.6.) forming a list of manufacturer consumers from the manufacturer query results to receive the 3-party manufacturer coupon, each of the manufacturer consumers having a manufacturer consumer identification;

d.) generating the 3-party manufacturer coupon by the host

5

computer system, as directed solely by the manufacturer, the 3-party manufacturer coupon comprising:

d.1.) the UCC code assigned to the manufacturer;

d.2.) the UCC manufacturer coupon family code;

d.3.) the UCC manufacturer coupon value code;

d.4.) the UCC manufacturer coupon extended barcode;

d.5.) a manufacturer/military coupon indicator;

d.6.) the manufacturer coupon expiration date;

d.7.) the manufacturer coupon offer code; and

d.8.) a manufacturer coupon consumer identification code corresponding to a respective manufacturer consumer identification comprising a serial number and a bar code representation of the serial number to identify one or more of the manufacturer consumers, wherein data required to generate the 3-party manufacturer coupon is available only to the host computer system and is not distributed to any entity outside of the host computer system;

e.) distributing the 3-party manufacturer coupon using the host computer system, as directed solely by the manufacturer, to a physical address of the one or more manufacturer consumers; and

f.) redeeming the 3-party manufacturer coupon at a retailer by the one or more manufacturer consumers, wherein the retailer and the one or more manufacturers are separate entities.

6

49 (Previously Presented). The method of claim 48, the method further comprising the steps of:

    g.) interfacing between the host computer system and one or more retailers, the interfacing comprising:

        g.1.) inputting, by each retailer, consumer selection information comprising:

            g.1.A.) retailer data comprising textual and image content associated with the retailer;

            g.1.B.) a retailer coupon offer code; and

            g.1.C) a retailer coupon value;

        g.2.) inputting one or more retailer target consumer profiles comprising:

            g.2.A.) gender;

            g.2.B.) age;

            g.2.C.) zip code region; and

            g.2.D.) delivery interval;

        g.3.) specifying, by each retailer, content for a 2-party retailer coupon comprising:

            g.3.A.) the retailer coupon offer code;

            g.3.B.) a retailer coupon expiration date; and

            g.3.C.) the retailer coupon value;

        g.4.) querying the database to obtain retailer query results based at least in part upon the personal and demographic

data associated with the one or more of the plurality of consumers; and

g.5.) forming a list of retailer consumers from the retailer query results to receive the 2-party retailer coupon, each of the retailer consumers having a retailer consumer identification;

h.) generating the 2-party retailer coupon by the host computer system, as directed solely by the retailer, the 2-party retailer coupon comprising:

h.1.) the retailer coupon offer code;

h.2.) the retailer coupon expiration date; and

h.3.) a retailer coupon consumer identification code corresponding to a respective retailer consumer identification comprising a serial number and a bar code representation of the serial number to identify one or more of the retailer consumers;

i.) distributing the 2-party retailer coupon using the host computer system, as directed solely by the retailer, to a physical address of the one or more retailer consumers; and

j.) redeeming the 2-party retailer coupon at the retailer by the one or more retailer consumers.

50 (Previously Presented). The method of claim 48, further comprising the step of inputting at least one of: (a) ingredients of each product; and (b) nutritional data of each

8

product.

51 (Previously Presented). The method of claim 50, further
comprising the step of providing at least one of: ingredients of
each product; and nutritional data of each product.

52 (Previously Presented). A system comprising:

a.) a database in a host computer system, the database to
comprise personal and demographic data associated with a
plurality of consumers, the personal and demographic data for
each respective consumer to originate from at least one of: each
respective consumer and a third party;

b.) means for interfacing between the host computer system
and one or more of the plurality of consumers, wherein the host
computer system and the one or more of the plurality of
consumers are separate entities, the interfacing comprising:

b.1.) means for inputting, by the one or more of the
plurality of consumers, personal and demographic data associated
with the one or more of the plurality of consumers;

c.) means for interfacing between the host computer system
and one or more manufacturers, wherein the host computer system
and the one or more manufacturers are separate entities, the
interfacing means comprising:

c.1.) means for inputting, by each manufacturer,

9

information comprising:

       c.1.A.) manufacturer data comprising textual and image content associated with the manufacturer;

       c.1.B.) a Uniform Code Council (UCC) code assigned to the manufacturer;

       c.1.C.) brand name data; and

       c.1.D.) product data comprising:

       c.1.D.i.) a UCC code assigned to each product of the manufacturer; and

       c.1.D.ii.) content for each product of the manufacturer comprising textual and image content for each product, wherein the textual and image content for each product further comprises a product description, a brand name, and a product size indicia;

     c.2.) means for inputting, by each manufacturer, data for consumer selection comprising:

       c.2.A.) textual and image content associated with the manufacturer;

       c.2.B.) textual and image content associated with a product of the manufacturer; and

       c.2.C.) a 3-party manufacturer coupon to purchase at least one tangible product that is manufactured by the manufacturer comprising:

       c.2.C.i.) the UCC code assigned to the

10

manufacturer;

c.2.C.ii.) the UCC code assigned to each product of the manufacturer;

c.2.C.iii.) a UCC manufacturer coupon family code;

c.2.C.iv.) a UCC manufacturer coupon value code;

c.2.C.v.) a UCC manufacturer coupon extended bar code;

c.2.C.vi.) a manufacturer coupon offer code;

c.2.C.vii.) a description of one or more products required to be purchased to redeem the 3-party manufacturer coupon; and

c.2.C.viii.) a manufacturer coupon expiration date;

c.3.) means for inputting, by each manufacturer, one or more target consumer profiles comprising:

c.3.A.) gender;

c.3.B.) age;

c.3.C.) delivery interval; and

c.3.D.) one or more zip code regions for manufacturer coupon delivery;

c.4.) means for specifying, by each manufacturer, content for the 3-party manufacturer coupon comprising:

11

c.4.A.) the UCC code assigned to the manufacturer;

c.4.B.) the UCC code assigned to each product of the manufacturer;

c.4.C.) the UCC manufacturer coupon family code;

c.4.D.) the UCC manufacturer coupon value code;

c.4.E.) the UCC manufacturer coupon extended bar code;

c.4.F.) the manufacturer coupon offer code;

c.4.G.) the description of one or more products required to be purchased to redeem the 3-party manufacturer coupon; and

c.4.H.) the manufacturer coupon expiration date;

c.5.) querying means for searching the database to obtain manufacturer query results based at least in part upon the personal and demographic data associated with the one or more of the plurality of consumers; and

c.6.) means for forming a list of manufacturer consumers from the manufacturer query results to receive the 3-party manufacturer coupon, each of the manufacturer consumers having a manufacturer consumer identification;

d.) means for generating the 3-party manufacturer coupon by the host computer system, as directed solely by the manufacturer, the 3-party manufacturer coupon comprising:

d.1.) the UCC code assigned to the manufacturer;

d.2.) the UCC manufacturer coupon family code;

d.3.) the UCC manufacturer coupon value code;

d.4.) the UCC manufacturer coupon extended barcode;

d.5.) a manufacturer/military coupon indicator;

d.6.) the manufacturer coupon expiration date;

d.7.) the manufacturer coupon offer code; and

d.8.) a manufacturer coupon consumer identification code corresponding to a respective manufacturer consumer identification comprising a serial number and a bar code representation of the serial number to identify one or more of the manufacturer consumers, wherein data required to generate the 3-party manufacturer coupon is available only to the host computer system and is not distributed to any entity outside of the host computer system;

e.) means for distributing the 3-party manufacturer coupon using the host computer system, as directed solely by the manufacturer, to a physical address of the one or more manufacturer consumers; and

f.) means for redeeming the 3-party manufacturer coupon at a retailer by the one or more manufacturer consumers, wherein the retailer and the one or more manufacturers are separate entities.

53 (Previously Presented). The system of claim 52, further comprising:

g.) means for interfacing between the host computer system and one or more retailers, the interfacing means comprising:

g.1.) means for inputting, by each retailer, consumer selection information comprising:

g.1.A.) retailer data comprising textual and image content associated with the retailer;

g.1.B.) a retailer coupon offer code; and

g.1.C.) a retailer coupon value;

g.2.) means for inputting one or more retailer target consumer profiles comprising:

g.2.A.) gender;

g.2.B.) age;

g.2.C.) zip code region; and

g.2.D.) delivery interval;

g.3.) means for specifying, by each retailer, content for a 2-party retailer coupon comprising:

g.3.A.) the retailer coupon offer code;

g.3.B.) a retailer coupon expiration date; and

g.3.C.) the retailer coupon value;

g.4.) means for querying the database to obtain retailer query results based at least in part upon the personal and demographic data associated with the one or more of the

14

plurality of consumers; and

g.5.) means for forming a list of retailer consumers from the retailer query results to receive the 2-party retailer coupon, each of the retailer consumers having a retailer consumer identification;

h.) means for generating the 2-party retailer coupon by the host computer system, as directed solely by the retailer, the 2-party retailer coupon comprising:

h.1.) the retailer coupon offer code;

h.2.) the retailer coupon expiration date; and

h.3.) a retailer coupon consumer identification code corresponding to a respective retailer consumer identification comprising a serial number and a bar code representation of the serial number to identify one or more of the retailer consumers;

i.) means for distributing the 2-party retailer coupon using the host computer system, as directed solely by the retailer, to a physical address of the one or more retailer consumers; and

j.) means for redeeming the 2-party retailer coupon at the retailer by the one or more retailer consumers.

54 (Previously Presented). The system of claim 52, further comprising means for inputting at least one of: (a) ingredients of each product; and (b) nutritional data of each product.

55 (Previously Presented). The system of claim 54, further comprising means for providing at least one of: ingredients of each product; and nutritional data of each product.

56 (Previously Presented). The method of claim 48, wherein the step of interfacing between the host computer system and the one or more of the plurality of consumers further comprises:

offering the 3-party manufacturer coupon via an online interface for selection by the one or more of the plurality of consumers; and

recording a selection of the 3-party manufacturer coupon made by the one or more of the plurality of consumers.

57 (Previously Presented). The system of claim 52, wherein the means for interfacing between the host computer system and the one or more of the plurality of consumers further comprises:

means for offering the 3-party manufacturer coupon via an online interface for selection by the one or more of the plurality of consumers; and

means for recording a selection of the 3-party manufacturer coupon made by the one or more of the plurality of consumers.

58 (Previously Presented). The method of claim 48, further

16

comprising:

receiving at the host computer system, from the third party, personal and demographic data associated with one or more of the plurality of consumers, wherein the one or more of the plurality of consumers and the third party are separate entities.

59 (Previously Presented). The method of claim 58, wherein the third party provides the personal and demographic data for at least one of the plurality of consumers that is unable to connect to a computer network, does not have access to a computer network, or has no relationship with the host computer system.

60 (Previously Presented). The method of claim 48, wherein the one or more manufacturer consumers are not required to redeem the 3-party manufacturer coupon at a specific retailer identified on the 3-party manufacturer coupon.

61 (Previously Presented). The method of claim 48, wherein the one or more manufacturer consumers are allowed to redeem the 3-party manufacturer coupon at a retailer who does not have a relationship with the host computer system.

62 (Previously Presented). The system of claim 52, further comprising:

means for receiving at the host computer system, from the third party, personal and demographic data associated with one or more of the plurality of consumers, wherein the one or more of the plurality of consumers and the third party are separate entities.

63 (Previously Presented). The system of claim 62, wherein the third party provides the personal and demographic data for at least one of the plurality of consumers that is unable to connect to a computer network, does not have access to a computer network, or has no relationship with the host computer system.

64 (Previously Presented). The system of claim 52, wherein the one or more manufacturer consumers are not required to redeem the 3-party manufacturer coupon at a specific retailer identified on the 3-party manufacturer coupon.

65 (Previously Presented). The system of claim 52, wherein the one or more manufacturer consumers are allowed to redeem the 3-party manufacturer coupon at a retailer who does not have a relationship with the host computer system.

18

66 (Currently Amended). A method comprising the steps of:

(1)   providing a database in a host computer system, comprising:

A. retaining data for a plurality of consumers ~~[0011]~~,

   comprising, for each consumer,

   I. retaining at least:

       1. consumer name data;

       2. consumer mailing address data;

       3. consumer email address data;

       4. consumer demographic data;

   II. obtaining data, and a source of the data, for
       each consumer, comprising at least one of:

       1. obtaining data from a third-party entity
          that is not a member of the host computer
          system, wherein the data for each consumer
          that is sourced from the third-party entity
          that is not a member of the host computer
          system, wherein obtaining the data from the
          third-party entity comprises at least one
          of:

          a. obtaining consumer data for the
             consumer that cannot connect to a
             network;

19

      b. obtaining consumer data for the consumer that does not have access to a computer;

      c. obtaining consumer data for the consumer that has no relationship with a member of the host computer system;

      d. obtaining consumer data for the consumer that has no itinerary or destination;

    2. obtaining data from a third-party entity that is a member of the host computer system;

    3. obtaining data from the consumer who voluntarily submits data to the host computer system via a host website;

B. retaining data for a plurality of manufacturers ~~[260]~~, wherein each manufacturer is a member of the host computer system, and, at the direction of the manufacturer, the host computer system promotes the manufacturer by at least one of allowing manufacturer's data to be viewed by consumers at the host website, and generating and distributing manufacturer's data by the host computer system, wherein each manufacturer is a business that

20

manufactures or packages tangible products intended for consumers, wherein each manufacturer creates and delivers products to businesses that maintain an inventory of the manufacturer's products, wherein the consumer may obtain the manufacturer's product from a business possessing the inventory, wherein the consumer transfers currency or equity representing currency to the business possessing the manufacturer's products in exchange for unencumbered ownership of the manufacturer's products, and wherein retaining data, for each manufacturer, comprises:

  I. retaining at least:

        1. manufacturer name data;

        2. data describing at least one of the manufacturer's products;

        3. data assigned to the manufacturer by a Uniform Code Council or its successor, comprising:

            a. retaining an identifier representing the manufacturer, wherein the identifier is required to create a manufacturer's coupon implementing a manufacturer coupon specification

created by the Uniform Code Council or its successor;

b. retaining, for each of the manufacturer's products, an identifier representing a product;

4. data to generate and distribute a manufacturer's coupon by the host computer system on behalf of the manufacturer, wherein:

a. retaining identifiers from the Uniform Code Council or its successor, comprises:

   i. retaining an identifier representing the manufacturer;

   ii. retaining an identifier representing all the products associated with the coupon offer;

   iii. retaining an identifier representing the value of the coupon;

b. retaining data defined by the host computer system, comprises:

   i. retaining data to enable the printing of point-of-sale

22

redemption instruction on the manufacturer's coupon, comprising at least one of:

    (A)   enabling a "Do Not Double" point-of-sale redemption instruction to be printed;

    (B)   enabling another point-of-sale redemption instruction to be printed;

  ii. retaining data to enable, when the host computer system-generated manufacturer's coupon is to be distributed specifically to U.S. military personnel and to be redeemed at a within a U.S. military base, printing of a phrase "Military Coupon" instead of a phrase "Manufacturer Coupon" on the manufacturer's coupon;

5. retaining data to generate and distribute a mail-in rebate;

6. retaining data to generate and distribute a sweepstakes;

23

    7. retaining data to generate and distribute a giveaway;

    8. retaining data to generate and distribute other methods to promote the manufacturer or its products;

C. retaining data for a plurality of retailers {260},

wherein each retailer is a member of the host computer system, and, at the direction of the retailer, the host computer system promotes the retailer by at least one of allowing retailer's data to be viewed by consumers at the host website, and generating and distributing retailer's data by the host computer system, wherein each retailer sells products or services to consumers in exchange for currency or equity representing currency, wherein retaining data, for each retailer, comprises:

  I. retaining at least:

      1. retailer name data;

      2. data describing at least one item for sale, comprising at least one of:

         a. data of at least one product in the retailer's inventory;

         b. data describing a service performed by the retailer;

24

II. retaining data to generate and distribute a retailer's promotional materials by the host computer system on behalf of the retailer, comprising:

    1. retaining data to generate and distribute a retailer coupon;

    2. retaining data to generate and distribute a mail-in rebate;

    3. retaining data to generate and distribute a sweepstakes;

    4. retaining data to generate and distribute a giveaway;

    5. retaining data to generate and distribute other methods to promote the retailer or its products or its services;

(2) providing a host website, comprising:

A. presenting manufacturer interactive data entry forms [203] for the plurality of individual manufacturers, wherein the manufacturer interactive data entry forms are configured to receive a manufacturer's input and subsequently save data for each manufacturer into the database, wherein presenting manufacturer interactive data entry forms comprises:

I. presenting data entry forms for the manufacturer to enter manufacturer company and product information;

II. presenting data entry forms for the manufacturer to enter manufacturer promotional data ~~[208]~~, comprising:

    1. presenting data entry forms for the generation and distribution a manufacturer's coupon on behalf of the manufacturer, comprising at least:

        a. presenting data entry forms for elements defined by the manufacturer coupon specification of the Uniform Code Council or its successor, comprising:

            i. presenting a data entry form to submit an identifier representing all products associated with a manufacturer's coupon;

            ii. presenting a data entry form to submit an identifier representing a value of a manufacturer's coupon;

26

b. presenting data entry forms for elements defined by the host computer system, comprising:

   i. presenting a data entry form to submit a text description of a manufacturer's coupon offer;

   ii. presenting a data entry form to enable printing a point-of-sale redemption instruction on the manufacturer's coupon, comprising at least one of:

      (A) enabling a "Do Not Double" point-of-sale redemption instruction to be printed;

      (B) enabling another point-of-sale redemption instruction to be printed;

   iii. presenting a data entry form to enable, when the host-generated manufacturer's coupon is to be distributed specifically to U.S. military personnel and to be redeemed at a within a U.S.

27

military base, printing of a phrase "Military Coupon" instead of a phrase "Manufacturer Coupon" on the manufacturer's coupon;

2. presenting data entry forms for the generation and distribution of a manufacturer's mail-in rebate;

3. presenting data entry forms for the generation and distribution of a manufacturer's sweepstakes;

4. presenting data entry forms for the generation and distribution of a manufacturer's giveaway;

5. presenting data entry forms for the generation and distribution of other manufacturer's promotional materials;

III. presenting data entry forms [207] for the manufacturer to select criteria representing a manufacturer's targeted consumer profile, wherein the manufacturer's interaction with the criteria selection forms is independent of interaction by the consumer with the host computer system and the manufacturer and comprises:

28

1. presenting criteria selection forms to the manufacturer online [203];

2. accepting, from the data entry forms [211], the manufacturer's criteria selections, comprising:

   a. accepting demographic criteria selections of manufacturer's targeted consumers;

   b. accepting geographic criteria selections of manufacturer's targeted consumers;

   c. accepting dates that the manufacturer requires the host computer system to generate and distribute the manufacturer's promotional materials;

   d. accepting one or more types of promotional material to be generated and distributed by the host computer system, the one or more types of promotional material comprising:

      i. a manufacturer's coupon promotional material;

      ii. mail-in rebate promotional material;

29

      iii. sweepstakes promotional material;

      iv. giveaway promotional material;

      v. other promotional material promoting the manufacturer or its products;

   e. accepting one or more methods of promotional material delivery, the one or more methods of promotional material delivery comprising a least one of:

      i. print then mail;

      ii. email;

      iii. email attachment;

      iv. webpage;

      v. fax;

3. converting, by the host computer system, all form data into a query [212];

4. displaying, by the host computer system, results of the query [214], wherein the results comprise one or more of a plurality of ConsumerIDs [215], wherein each ConsumerID represents an individual consumer's data in the database;

30

5. saving to the database {260}, by the host computer system, one or more records, wherein each record comprises at least:

    a. one ConsumerID;

    b. one identifier representing the manufacturer's promotional materials;

    c. one or more dates, selected by the manufacturer, that the manufacturer's promotional materials may be generated and distributed by the host computer system;

    d. one or more methods of promotional material delivery, selected by the manufacturer, to be performed by the host computer system to the consumer;

IV. presenting data entry forms {203} for the manufacturer to enter data, wherein the manufacturer's interaction with these forms is independent of interaction by the consumer with the host computer system and the manufacturer, wherein presenting the data entry forms comprises:

    1. presenting data entry forms to allow the manufacturer to disable a display of the

31

manufacturer's promotional materials to one or more consumers,

    2. presenting data entry forms to allow the manufacturer to disable the generation and distribution by the host computer system of the manufacturer's promotional materials to one or more consumers;

B. presenting retailer interactive data entry forms [203] for the plurality of retailers, wherein the retailer interactive data entry forms are configured to receive a retailer's input and subsequently save data for each retailer into the database, wherein presenting retailer interactive data entry forms comprises:

    I. presenting data entry forms for the retailer to enter retailer company data, comprising one or more of:

        1. presenting data entry forms for the retailer's to enter product inventory data;

        2. presenting data entry forms for the retailer to enter data describing services provided by the retailer;

    II. presenting data entry forms for the retailer to enter retailer promotional data [208], comprising:

32

1. presenting data entry forms for the generation and distribution of a retailer coupon;

2. presenting data entry forms for the generation and distribution of a retailer mail-in rebate data;

3. presenting data entry forms for the generation and distribution of a retailer sweepstakes data;

4. presenting data entry forms for the generation and distribution of a retailer giveaway data;

5. presenting data entry forms for the generation and distribution of other data promoting the retailer or its products, inventory, and services;

III. presenting retailer data entry forms [211] to select criteria representing a retailer's targeted consumer profile, wherein the retailer's interaction with the criteria selection forms is independent of interaction by the consumer with the host computer system and the retailer and comprises:

33

1. presenting criteria selection forms to the retailer online;

2. accepting, from the data entry forms, a retailer's criteria selections, comprising:

   a. accepting demographic criteria selections of retailer's targeted consumers;

   b. accepting geographic criteria selections of retailer's targeted consumers;

   c. accepting dates that the retailer requires the host computer system to generate and distribute the retailer's promotional materials;

   d. accepting one or more types of promotional material to be generated and distributed by the host computer system, the one or more types of promotional material comprising:

      i. a retailer's coupon promotional material;

      ii. mail-in rebate promotional material;

      iii. sweepstakes promotional material;

34

      iv. giveaway promotional material;

      v. other promotional material promoting the retailer or its products;

    e. accepting one or more methods of promotional material delivery, the one or more methods of promotional material delivery comprising a least one of:

      i. print then mail;

      ii. email;

      iii. email attachment;

      iv. webpage;

      v. fax;

3. converting, by the host computer system, all form data into a query [212];

4. displaying, by the host computer system, results of the query [214], wherein the results comprise one or more of a plurality of ConsumerIDs [215], wherein each ConsumerID represents an individual consumer's data in the database;

5. saving to the database [260], by the host computer system, one or more records, wherein each record comprises at least:

35

a. one ConsumerID;

b. one identifier representing the retailer's promotional materials;

c. one or more dates, selected by the retailer, that the retailer's promotional materials may be generated and distributed by the host computer system;

d. one or more methods of promotional material delivery, selected by the retailer, to be performed by the host computer system to the consumer;

IV. presenting data entry forms [203] for the retailer to enter data, wherein the retailer's interaction with the forms is independent of interaction by the consumer with the host computer system and the retailer, wherein presenting the data entry forms comprises:

1. presenting data entry forms to allow the retailer to disable a display of the retailer's promotional materials to one or more consumers;

2. presenting data entry forms to allow the retailer to disable the generation and

36

distribution by the host computer system of the retailer's promotional materials to one or more consumers;

C. presenting consumer interactive data entry forms and links for the plurality of consumers, wherein the consumer interactive data entry forms and links are configured to receive and subsequently save data for each consumer into the database, wherein presenting the consumer interactive data entry forms and links comprises:

    I. presenting data entry forms ~~[221]~~ for the consumer to enter consumer contact and demographic information;

    II. presenting links for the consumer to activate to invoke search methods ~~[222]~~ for finding data that the consumer is seeking, comprising at least:

        1. presenting a link to invoke a manufacturer search;

        2. presenting a link to invoke a retailer search;

        3. presenting a link to invoke a brand name search:

        4. presenting a link to invoke a product category search;

37

III. presenting a data entry form for the consumer to enter text, wherein the host computer system will perform a search [0070] based upon the consumer-entered text throughout the database and return results of the textual search;

IV. presenting links for the consumer to activate to invoke a display of data [0021] comprising:

1. presenting a link to invoke a manufacturer's company data;

2. presenting a link to invoke a manufacturer's product data;

3. presenting a link to invoke a manufacturer's product ingredients data;

4. presenting a link to invoke a manufacturer's product nutritional facts data;

5. presenting a link to invoke a retailer's company and contact information data;

6. presenting a link to invoke a retailer's inventory data;

V. presenting data entry forms to select displayed promotional materials [228] from associated manufacturers and retailers, wherein selection of the displayed promotional materials by the consumer will cause the host computer system to

38

generate and distribute the selected promotional materials on behalf of the associated manufacturers and retailers, wherein:

1. a manufacturer's promotional materials may be distributed independent of a manufacturer's preferred consumer profile;

2. a retailer's promotional materials may be distributed independent of a retailer's preferred consumer profile;

3. the selected promotional materials may be distributed independent of a consumer's profile;

(3) providing a host printer to convert data from the database into printed promotional materials [240-241], comprising the steps:

A. performing queries to the database, solely by the host computer system, for each consumer in the database, to retrieve previously saved records, wherein the records returned by each query identify one ConsumerID, wherein a ConsumerID represents one consumer, wherein the identified consumer will be the recipient of printed promotional materials from the host computer system on behalf of one or more manufacturers and

retailers, wherein performing queries to the database comprises:

I. creating query parameters not involving data regarding a consumer's destination or itinerary;

II. obtaining results of queries for one consumer, represented by a ConsumerID, comprising the steps of:

    1. obtaining results from a query, from the plurality of manufacturers [216] who created one or more targeted consumer profiles, in the form of one or more records identifying one ConsumerID, wherein data from each record comprises:

        i. one ConsumerID;

        ii. one identifier that represents the manufacturer's promotional materials;

        iii. one or more dates that the manufacturer has approved for the host computer system to generate and distribute the manufacturer's promotional materials, wherein the date the query is performed

40

matches one of the manufacturer's
approved distribution dates;

2. obtaining results from a query, from the
plurality of retailers {216} who created one
or more targeted consumer profiles, in the
form of one or more records identifying one
ConsumerID, wherein data from each record
comprises:

    i. one ConsumerID;

    ii. one identifier that represents the
retailer's promotional material;

    iii. one or more dates that the
retailer has approved for the host
computer system to generate and
distribute the retailer's
promotional material, wherein the
date the query is performed
matches one of the retailer's
approved distribution dates;

3. obtaining results from a query in the form
of one or more records in the database
identifying manufacturer and retailer
promotional materials selected by the
consumer {232} that have not yet been

41

delivered by the host computer system to the
consumer, wherein obtaining results from the
query comprises:

a. obtaining data from each record,
wherein data from each record
comprises:

   i. one ConsumerID;

   ii. one identifier that represents
promotional materials created by
the manufacturer or retailer in
the host computer system;

   iii. one or more dates that the
retailer has approved for the host
computer system to generate and
distribute the retailer's
promotional material, wherein the
date the query is performed
matches one of the retailer's
approved distribution dates;

   iv. obtaining, for promotional
material that is a coupon,
consumer identification codes data
to identify this specific coupon

to be sent to this specific consumer;

b. distributing a manufacturer's promotional materials to a consumer may be performed independent of a manufacturer's preferred consumer profile;

c. distributing a retailer's promotional materials to a consumer may be performed independent of a retailer's preferred consumer profile;

d. distributing promotional materials may be performed independent of the consumer's profile;

4. combining results obtained from queries into one combined set of records [240] representing all promotional materials to be printed for one consumer at a single time;

5. retrieving data, required to print promotional materials of the combined set of records [240], from the database, wherein the data is received by a host printer, wherein data required to print a manufacturer's coupon is available only to

43

the host computer system, wherein the data
is not distributed to any entity or device
outside the host computer system;

6. printing the promotional materials ~~[241]~~,
comprising:

    a. printing promotional materials ~~[0023]~~
on behalf of one or more manufacturers,
comprising:

        i. printing a manufacturer's coupon,
comprising at least:

            (A) printing data, defined
by the manufacturer coupon
specification of the Uniform
Code Council or its
successor, comprising:

                1st. printing an
identifier representing
the manufacturer
~~[0025]~~;

                2nd. printing an
identifier representing
all products associated
with the manufacturer's
coupons ~~[0037]~~;

44

        3rd.   printing   an identifier representing a value of the manufacturer's coupon ~~[0035, 0036]~~;

        4th.   printing   an identifier representing consumer identification codes data ~~[0075]~~;

    (B)   printing   elements, defined by the host computer system, comprising at least one of:

        1st.   printing   consumer identification codes data that may include serial numbers ~~[0084]~~;

        2nd.   printing,   if enabled, a point-of-sale redemption instruction ~~[0039]~~ on the manufacturer's coupon, comprising:

   One. printing a "Do Not
        Double" point-of-
        sale redemption
        instruction;

   Two. printing another
        point-of-sale
        redemption
        instruction;

   3rd. printing, if
        enabled, a phrase
        "Military Coupon"
        [0040] instead of a
        phrase "Manufacturer
        Coupon" on the
        manufacturer's coupon;

ii. printing a manufacturer's mail-in
    rebate data;

iii. printing a manufacturer's
     sweepstakes data;

iv. printing a manufacturer's giveaway
    data;

v. printing other promotional
   materials promoting the
   manufacturer or its products;

46

b. printing promotional materials [0023]
on behalf of one or more retailers,
comprising:

 i. printing a retailer's coupons,
  comprising at least:

   (A) printing the retailer's
    name;

   (B) printing terms of the
    retailer's coupon;

   (C) printing consumer
    identification codes data
    that may include serial
    numbers [0084];

 ii. printing a retailer's mail-in
  rebates data;

 iii. printing a retailer's sweepstakes
  data;

 iv. printing a retailer's giveaway
  data;

 v. printing other promotional
  materials promoting the retailer
  or its inventory or products or
  services;

47

(4)   distributing promotional materials [242, 0011, 0016]
generated by the host computer system to a specific
consumer on behalf of one or more manufacturers and
retailers, the promotional materials comprising coupons,
mail-in rebates, sweepstakes, giveaways, and other
materials promoting the manufacturers and retailers and
their products, wherein distributing the promotional
materials comprises:

    A. distributing promotional materials printed by the host
       computer system, comprising

        I. inserting, into an envelope, individual
           promotional materials printed by the host
           printer, comprising at least one of:

           1. inserting, into an envelope, one or more
              promotional materials from one or more
              manufacturers in which, for each individual
              promotional material printed, each
              manufacturer has chosen a particular
              consumer to be a recipient of its printed
              promotional materials, wherein:

              a. the distribution of promotional
                materials by the host computer system
                on behalf of each manufacturer is
                solely determined by each manufacturer;

    b. the distribution of promotional materials from each manufacturer is independent of interaction from the consumer or a consumer's representative;

2. inserting, into an envelope, one or more promotional materials from one or more manufacturers, selected by the consumer at the host website, wherein the manufacturer of each selected promotional material has independently directed the host computer system to print the selected promotional materials;

3. inserting, into an envelope, one or more promotional materials from one or more retailers which have selected the consumer, independent of any interaction from the consumer or a consumer's representative, to be a recipient of its printed promotional materials, wherein:

    a. the distribution of promotional materials by the host computer system on behalf of each retailer is solely determined by each retailer;

49

b. the distribution of promotional materials from each retailer is independent of interaction from the consumer or a consumer's representative;

4. inserting, into an envelope, one or more promotional materials, from one or more retailers, selected by the consumer at the host website, wherein the retailer of each selected promotional material has independently directed the host computer system to print the selected promotional materials;

II. finishing the envelope with postage and mailing address;

III. delivering, via U.S. Postal Service or other courier delivery, the envelope of promotional materials to the consumer for whom the set of printed promotional materials was generated;

B. distributing electronic promotional materials via email, email attachment, webpage, fax or other electronic means, comprising at least one of:

I. distributing one or more promotional materials from one or more manufacturers in which, for each

50

individual promotional material, each manufacturer has chosen this consumer to be a recipient of its electronic promotional material, and

1. the distribution of promotional material by the host on behalf of each of these manufacturers is solely determined by each manufacturer, and

2. the distribution of promotional material from these manufacturers is independent of interaction from the consumer or consumer's representative, and

3. containing, if a promotional material is a manufacturer's coupon, a consumer identification codes data; and

II. distributing one or more promotional materials, from one or more manufacturers, selected by this consumer at the host website, and the manufacturer of each selected promotion has independently directed the host to print the selected promotion, and

III. distributing one or more promotional materials from one or more retailers in which each retailer has chosen this consumer, independent of any

51

interaction from the consumer or consumer's representative, to be a recipient of its printed promotional materials, and

1. the distribution of promotional material by the host on behalf of each of these retailers is solely determined by each retailer, and

2. the distribution of promotional material from these retailers is independent of interaction from the consumer or consumer's representative, and

3. containing, if a promotional material is a retailer's coupon, a consumer identification codes data; and

IV. distributing one or more promotional materials, from one or more retailers, selected by this consumer at the host website, and the retailer of each selected promotion has independently directed the host to print the selected promotion; and

(5) providing a tracking mechanism, performed after the consumer redeems a host computer system-generated coupon, comprising the steps of:

52

A. performing a coupon tracking process of the manufacturer's coupon that was generated by the host computer system on behalf of the manufacturer, subsequently distributed by the host computer system to the consumer, and subsequently provided value to the consumer by redeeming the manufacturer's coupon at a manufacturer coupon redeemer, wherein the consumer transfers possession of the host computer system-generated manufacturer's coupon to the manufacturer coupon redeemer, wherein the manufacturer coupon redeemer seeks reimbursement of the value the manufacturer coupon redeemer provided to the consumer at a manufacturer coupon redeemer's point-of-sale, wherein the coupon tracking process comprises:

    I. submitting consumer identification codes data [0084] printed on the host computer system-generated manufacturer's coupon to the database by an entity that possesses the redeemed coupon, comprising:

        1. submitting by the manufacturer coupon redeemer or a manufacturer coupon redeemer's representative;

        2. submitting by the manufacturer or a manufacturer's representative;

53

3. submitting by the host computer system;

II. comparing data on the coupon with data retained in the database [290], comprising:

    1. saving submitted data where there is a successful match of the submitted host computer system-generated manufacturer's coupon's consumer identification codes data to consumer identification codes data retained in the database, wherein the saved data provides direct association with the consumer who originally received the coupon, wherein the saved data and direct association may be reported by:

        a. reporting the promotional data input by the manufacturer;

        b. reporting a ConsumerID, wherein the ConsumerID is directly associated with all data pertaining to the consumer who was assigned the ConsumerID by the host computer system;

        c. reporting the date that the host computer system-generated manufacturer's coupon was generated and distributed;

54

d. reporting the date that the host computer system-generated manufacturer's coupon's consumer identification codes data was submitted to the host computer system after redemption;

e. reporting the manufacturer coupon redeemer where the consumer redeemed the host computer system-generated manufacturer's coupon;

2. saving submitted data where there is an unsuccessful match, or subsequent multiple match, of consumer identification codes data to the database, wherein the saved data may be investigated for potential coupon fraud [0012] activity;

III. wherein the manufacturer coupon redeemer is a business that maintains an inventory of products from a variety of manufacturers, wherein the manufacturer coupon redeemer has an inventory of the product stated on the host computer system-generated manufacturer's coupon when the consumer presents the host computer system-generated manufacturer's coupon to the manufacturer coupon

55

redeemer at the manufacturer coupon redeemer's point-of-sale, wherein the consumer may interact directly with the manufacturer coupon redeemer, wherein the manufacturer coupon redeemer transfers its possession of a tangible product to the consumer in exchange for a consumer's currency or equity representing currency, wherein the transfer of possession of the tangible product to the consumer constitutes the consumer's ownership, wherein the consumer is not subject to any further cost to possess the tangible product, wherein the term of ownership is determined solely by the consumer, wherein the host computer system-generated manufacturer's coupon does not require the consumer to redeem the coupon at a specific manufacturer coupon redeemer, wherein the consumer may redeem the host computer system-generated manufacturer's coupon at the manufacturer coupon redeemer chosen by the consumer, wherein the host computer system-generated manufacturer's coupon may be redeemed at the manufacturer coupon redeemer who is not a member of the host computer system, wherein the host computer system-generated

56

manufacturer's coupon may be redeemed at the manufacturer coupon redeemer who may not have any relationship with the host computer system, wherein the manufacturer coupon redeemer's redemption of the host computer system-generated manufacturer's coupon may be performed independent of the host computer system;

B. performing a coupon tracking process of the retailer's coupon that was generated by the host computer system on behalf of the retailer, subsequently distributed by the host computer system to the consumer, and subsequently provided value to the consumer by redeeming the retailer's coupon at the retailer, wherein the consumer transfers possession of the host computer system-generated retailer's coupon to the retailer, wherein the retailer, or a retailer's representative, submits the host computer system-defined consumer identification codes data printed on the redeemed host computer system-generated retailer's coupon to the database, and the submission of the data activates a host computer system process to save a record to the database, wherein the coupon tracking process comprises:

57

I. submitting consumer identification codes data {0084} printed on the host computer system-generated retailer's coupon to the database by an entity that possesses the redeemed coupon, comprising

    1. submitting by the retailer or the retailer's representative;

    2. submitting by the host computer system;

II. comparing data on the coupon with data retained in the database {290}, comprising:

    1. saving submitted data where there is a successful match of the submitted host computer system-generated retailer's coupon's consumer identification codes data to consumer identification codes data retained in the database, wherein the saved data provides direct association with the consumer who originally received the coupon, wherein the saved data and direct association may be reported by:

        a. reporting the promotional data input by the retailer;

        b. reporting a ConsumerID, wherein the ConsumerID is directly associated with

all data pertaining to the consumer who was assigned the ConsumerID by the host computer system;

c. reporting the date that the host computer system-generated retailer's coupon was generated and distributed;

d. reporting the date that the host computer system-generated retailer's coupon's consumer identification codes data was submitted to the host computer system after redemption;

e. reporting the retailer where the consumer redeemed the host computer system-generated retailer's coupon;

2. saving submitted data where there is an unsuccessful match, or subsequent multiple match, of consumer identification codes data to the database, wherein the saved data may be investigated for potential coupon fraud [0012] activity.

67 (New). A method comprising the steps of:

(1) providing a host database (260) in a host computer system comprising:

59

A. retaining data for a plurality of consumers (0011, 0068), comprising, for each consumer:

    I. retaining the consumer's personal and demographic data (310, 320); and

    II. obtaining consumer data from a source, comprising at least one of:

        1. obtaining consumer data from the consumer voluntarily submitting data to the host computer system (0071);

        2. obtaining consumer data from a manufacturer, wherein the manufacturer possesses a login account to the host computer system (202, 0020);

        3. obtaining consumer data from a retailer, wherein the retailer possesses a login account to the host computer system (202, 0020); and

        4. obtaining consumer data from a third-party entity (270, 0011, 0068) wherein the third-party entity may not have a login account to the host computer system, comprising at least one of:

60

a. obtaining consumer data regarding the consumer that cannot connect to a network;

b. obtaining consumer data regarding the consumer that does not have access to a computer;

c. obtaining consumer data regarding the consumer that has no direct relationship with the host computer system; and

d. obtaining consumer data regarding the consumer that has no itinerary or destination;

B. retaining data for a plurality of manufacturers (0019), wherein each manufacturer has a login account to the host computer system (202, 0020), wherein each manufacturer is a business that manufactures or packages tangible products intended for consumers, wherein each manufacturer produces and delivers products to a retailer that possesses an inventory of the manufacturer's products, wherein the manufacturer's products may be obtained by a consumer by purchasing the product from a retailer, and the purchase comprises the consumer receiving unencumbered

61

ownership of the product from the retailer in exchange for the retailer's receipt of the consumer's currency or equity representing currency; and

C. retaining data for a plurality of retailers (0019), wherein each retailer has a login account to the host computer system (202, 0020), wherein each retailer comprises at least one of:

    I. a business that possesses an inventory of products from a variety of manufacturers, wherein the sale of a manufacturer's product comprises the retailer providing a consumer with unencumbered ownership of the manufacturer's product in exchange for the retailer's receipt of a consumer's currency or equity representing currency;

    II. a business that provides a service for a consumer in exchange for the retailer's receipt of a consumer's currency or equity representing currency;

    III. a business that provides temporary possession of the retailer's property to a consumer in exchange for the retailer's receipt of a consumer's currency or equity representing currency;

(2) providing a host website, comprising:

A. presenting interactive data entry forms (203) for the manufacturer (202), wherein the manufacturer interactive data entry forms are configured to receive input from the manufacturer and subsequently save manufacturer's data into the host database, comprising:

    I. presenting manufacturer data entry forms for the manufacturer to enter data related to business operations and products of the manufacturer (209, 210);

    II. presenting manufacturer data entry forms for the manufacturer to enter promotional data (208), wherein data submitted by the manufacturer is implemented by the host computer system to generate (241) and distribute (242) coupons and other promotional materials of the manufacturer; and

    III. presenting manufacturer data entry forms for the manufacturer to select criteria representing a manufacturer's targeted consumer profile (207, 211), wherein the manufacturer's interaction with these forms is independent of interaction by a targeted consumer; and

B. presenting interactive data entry forms (203) for the retailer (202), wherein the retailer interactive data entry forms are configured to receive input from the retailer and subsequently save retailer's data into the host database, comprising:

   I. presenting retailer data entry forms for the retailer to enter data related to the business operations, inventory, and services of the retailer (203, 209, 210);

   II. presenting retailer data entry forms for the retailer to enter promotional data (208), wherein data submitted by the retailer is implemented by the host computer system to generate (241) and distribute (242) the coupons and other promotional materials of the retailer; and

   III. presenting retailer data entry forms to allow the retailer to select criteria representing a retailer's targeted consumer profile (207, 211), wherein the retailer's interaction with these forms is independent of interaction by a targeted consumer; and

C. presenting interactive data entry forms and links for the consumer, wherein the consumer interactive data entry forms and links are configured to receive and

64

subsequently save consumer's data into the host database, wherein the forms display promotional materials from the manufacturers and retailers which may be selected by the consumer (228, 0070), wherein selections of the displayed promotional materials by the consumer are saved by the host database (229), wherein the saved selections (232) will cause the host computer system to generate (241) and distribute (242) selected promotional materials to the consumer, wherein:

    I. the manufacturer's promotional materials may be distributed independent of a manufacturer's preferred consumer profile;

    II. the retailer's promotional materials may be distributed independent of a retailer's preferred consumer profile; and

    III. the selected promotional materials may be distributed independent of a consumer's profile;

(3) providing a process to convert data from the host database into promotional materials (240, 241), comprising:

    A. performing queries to the host database, solely by the host computer system, for each consumer in the host database, comprising:

I. obtaining results of queries for the consumer, comprising the steps of:

    1. obtaining results, based upon the plurality of manufacturers (214), wherein one or more manufacturers create one or more targeted consumer profiles (207), wherein the consumer is targeted to be a recipient of one or more manufacturer's promotional materials, wherein the consumer is targeted independent of interaction by the targeted consumer;

    2. obtaining results, based upon the plurality of retailers (214), wherein one or more retailers create one or more targeted consumer profiles (207), wherein the consumer is targeted to be the recipient of one or more retailer's promotional materials, wherein the consumer is targeted independent of interaction by the targeted consumer; and

    3. obtaining results from the queries in the form of one or more records in the host database identifying manufacturer and retailer promotional materials selected by

66

the consumer (229), wherein selected manufacturer's promotional materials may be independent of the manufacturer's preferred consumer profile, wherein selected retailer's promotional materials may be independent of the retailer's preferred consumer profile, wherein selected promotional materials may be independent of a consumer's profile;

II. sorting the results of the queries for the consumer, wherein duplicate instances of promotional materials are eliminated (0010, 0067, 0069),

III. obtaining, from the host database, all promotional material data required to generate the promotional materials (240, 0073) for the consumer;

(4) generating promotional materials (241, 0069, 0086) by the host computer system for the consumer on behalf of one or more manufacturer and retailer, comprising at least one of:

A. generating promotional materials with a host printer, wherein printing promotional materials includes printing consumer identification codes data that may

include serial numbers (0084), wherein the printed promotional materials are subsequently distributed (242) to the consumer via mail or other means;

B. generating promotional materials and then subsequently distributing (242) via email, email attachment, webpage, fax or other electronic means, wherein each promotional material includes consumer identification codes data that may include serial numbers (0084); and

(5) providing a tracking process (original claims 4/11/17/19; paragraphs 0010, 0069), performed after the consumer redeems the promotional materials generated by the host computer system, comprising:

A. performing manufacturer coupon tracking on behalf of the manufacturer, wherein the host computer system generates and subsequently distributes a manufacturer's coupon to the consumer, and the manufacturer's coupon subsequently provides value to the consumer when the consumer redeems the coupon at a manufacturer coupon redeemer, wherein the consumer transfers possession of the manufacturer's coupon to the manufacturer coupon redeemer in exchange for said value, wherein the manufacturer coupon redeemer seeks reimbursement from the manufacturer for the value

68

provided to the consumer, wherein the manufacturer coupon tracking comprises:

I. submitting consumer identification codes data (0084), contained within the manufacturer's coupon, to the host computer system;

II. comparing, by the host computer system, the submitted consumer identification codes data to data implemented by the host computer system to generate the manufacturer's coupon (290); and

III. saving comparison data in the host database (290) to minimize consumer receipt of duplicate coupons (0010), minimize coupon fraud, and assess individual purchasing habits, redemption rates, and effectiveness one or more targeted consumer profiles (0012, 0084);

IV. wherein the manufacturer coupon redeemer is a retailer that, within its business practice, redeems host-generated manufacturer's coupons presented by the consumer, and the consumer uses the manufacturer's coupon (0005) for the purpose of obtaining the value stated on the coupon; wherein the manufacturer coupon redeemer's redemption of the manufacturer's coupon is independent of the host computer system; wherein

69

the manufacturer coupon redeemer is not required to possess a login account with the host computer system; wherein the consumer may redeem the manufacturer's coupon at a manufacturer coupon redeemer chosen by the consumer; wherein the consumer may interact directly with the manufacturer coupon redeemer; wherein the manufacturer coupon redeemer is a retailer that possesses an inventory of products from a variety of manufacturers; wherein the manufacturer coupon redeemer's primary business is selling manufacturers' products to consumers; wherein the manufacturer coupon redeemer has an inventory of the product stated on the manufacturer's coupon; wherein the consumer presents, at the manufacturer coupon redeemer, a product associated with the manufacturer's coupon along with the manufacturer's coupon; wherein the manufacturer coupon redeemer transfers its possession of the product to the consumer in exchange for the consumer's currency or equity representing currency, and the transfer of possession of the product to the consumer constitutes the consumer's ownership and the term

70

of ownership is then determined solely by the consumer; and

B. performing retailer coupon tracking on behalf of the retailer, wherein the host computer system generates and subsequently distributes a retailer's coupon to the consumer, and the retailer's coupon subsequently provides value to the consumer by redeeming the retailer's coupon at a location operated by the retailer, wherein the consumer transfers possession of the retailer's coupon to the retailer in exchange for the value provided to the consumer, wherein the retailer coupon tracking comprises:

I. submitting consumer identification codes data (0084), contained within the retailer's coupon, to the host computer system;

II. comparing, by the host computer system, the submitted consumer identification codes data to data implemented by the host computer system to generate the retailer's coupon (290); and

III. saving comparison data in the host database (290) to minimize consumer receipt of duplicate coupons (0010), minimize coupon fraud, and assess individual purchasing habits, redemption rates,

71

and effectiveness of one or more targeted

consumer profiles (0012, 0084).

72